



*Visit*  
**ANNAPOLIS**  
& ANNE ARUNDEL COUNTY

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**The Official Destination Marketing  
Organization for Annapolis &  
Anne Arundel County**

Visit Annapolis and Anne Arundel County (VAAAC) is a nonprofit, membership-based Destination Marketing Organization (DMO) that promotes Annapolis and Anne Arundel County to leisure and business travelers across the country and around the world.



# FY 2013 Economic Impact to A.A. County



**6.37M**  
**TOTAL VISITORS**

Anne Arundel County welcomed more than 6M people in 2013.



**\$3.36B**  
**ECONOMIC IMPACT**

Visitors spent more than \$3B during their stay in the county.



**\$348M**  
**TAXES GENERATED**

The tourism industry produced \$348M in state and local taxes.



**29,360**  
**JOBS CREATED**

The tourism industry supports almost 30,000 jobs within the county.



# FY 15 – 16 Hotel Tax Revenue

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**Anne Arundel County**

**\$17,602,839.58**

**Annapolis City**

**\$2,409,447.29**



# VAAAC Brands



MeetInAnnapolis.com



🔍 How may we help you?

 SITES

 FAVES

 MAP



**Family Friendly Activities**

Check out all the great things to do and see in Annapolis with the whole family.

Family Events

Things To Do

 City Dock





PRESERVATION

# *A Tour for the Architecturephiles*

July 15, 2016





CUISINE

*Kit's Plate of the Month:  
Blackwall Hitch's  
Lemongrass Shrimp  
Noodle Salad*

July 27, 2016





ARTS & CULTURE

# Karin Best: Local Metal Artist and Jewelry Smith

July 19, 2016



# ENJOY OUR ATTRACTIONS

*The BWI region is minutes from all the entertainment in Arundel Mills, Baltimore, Annapolis, and Washington, D.C. No matter the reason you're in the area, there's always something to enjoy.*

[learn more](#)



# Weddings IN ANNAPOLIS

BE  
INSPIRED

FIND  
A SETTING

PLAN  
YOUR DAY

WEDDING  
STORIES

## Hello

We know your wedding in Annapolis and the Chesapeake Bay will be beautiful. We've designed Annapolis Weddings to make it easy for you to access everything you need to create the wedding you're dreaming of.

Our [Be Inspired](#) section presents an array of inspirational images, from amazing wedding venues to breathtaking floral arrangements and all the other fun details. Our [Find A Setting](#) section showcases each amazing area of Annapolis and the Chesapeake Bay and lets you discover all the wonderful venues you'll find in each. Our [Plan Your Day](#) section provides you with a broad array of Annapolis and Anne Arundel County wedding vendors that cover all your needs and those of your guests, from the ceremony and reception to the fun that beckons in Annapolis and the Chesapeake Bay before and after the wedding. Finally, [Our Stories](#) section lets you peer into



Joey & Alli

2015-08-17

[READ THEIR STORY](#)





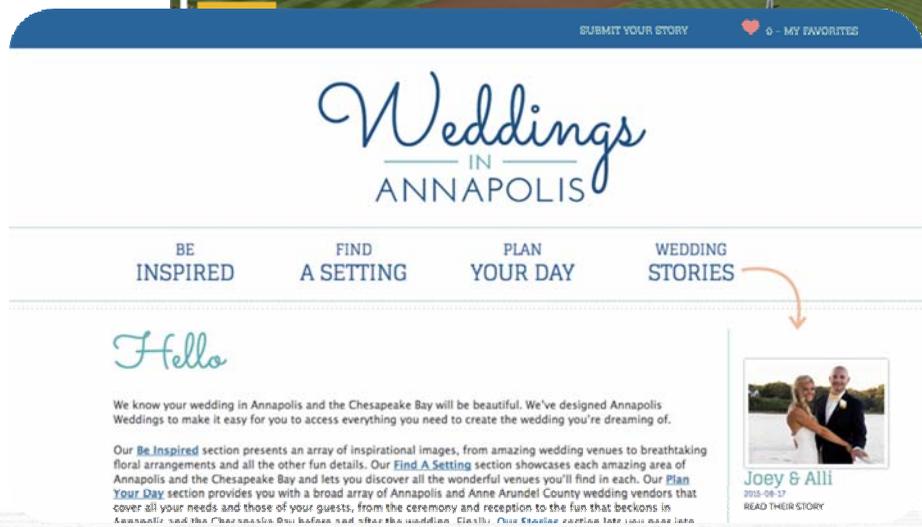
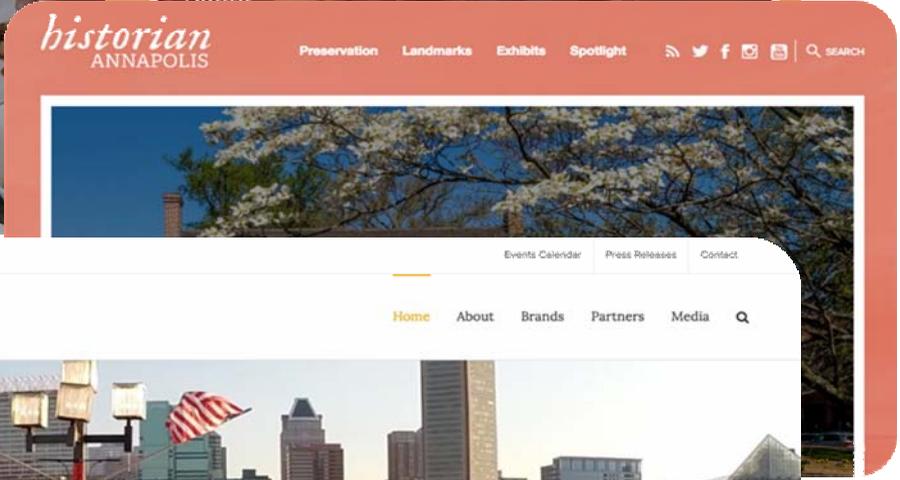
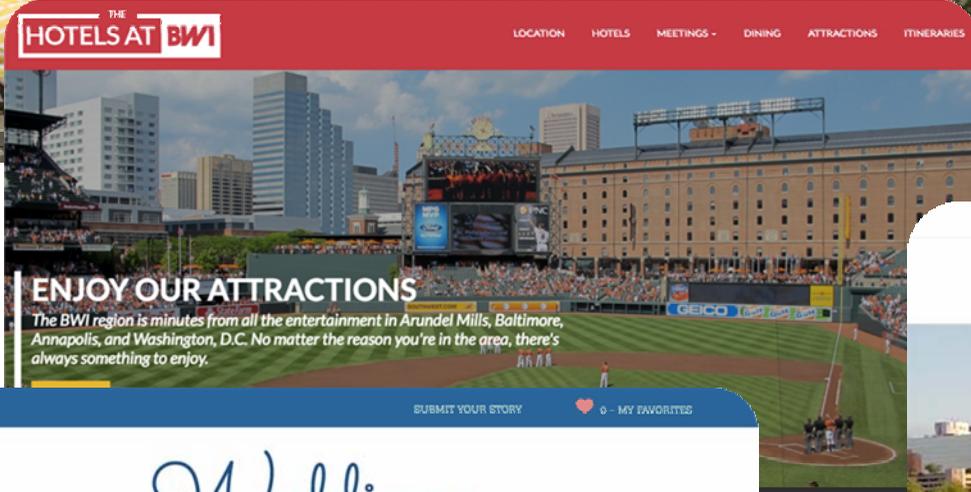
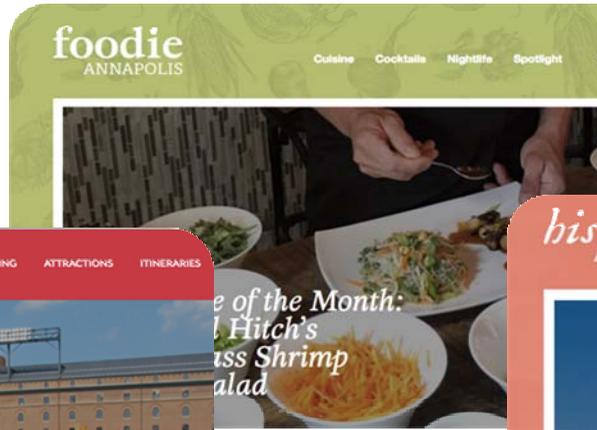


THE OFFICIAL DESTINATION MARKETING ORGANIZATION  
FOR ANNAPOLIS & ANNE ARUNDEL COUNTY

**ABOUT US**

WHAT WE DO





ABOUT US

WHAT WE DO



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2015-08-17

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# Advertising Campaign – Print / Digital



*Weddings*  
IN  
ANNAPOLIS

Whether you're dreaming of a wedding on the Chesapeake waterfront, a country chic setting, a traditional ceremony with historic undertones, one with a modern flair, or some other style all your own, look no further than Annapolis and the Chesapeake Bay.

**PLAN YOUR DAY**  
[www.WeddingsInAnnapolis.com](http://www.WeddingsInAnnapolis.com)

  
MARYLAND  
VisitMaryland.org

**YOUR PERFECT**  
*Wedding Destination*

**GET INSPIRED >**

*Weddings* IN ANNAPOLIS



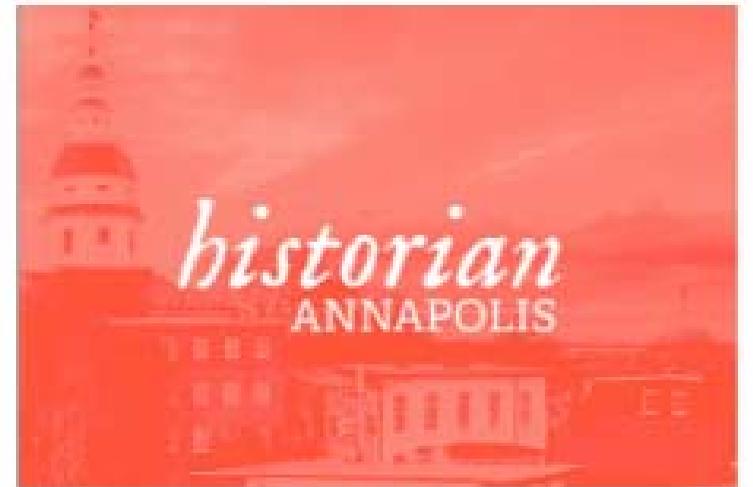
# Weddings Print Advertising

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Philadelphia Wedding  
Baltimore Style  
Baltimore Bride  
Baltimore Jewish Times  
The Knot – PA/DE/MD/VA/DC/NJ  
Washingtonian Bride & Groom  
Chesapeake Bride Magazine  
Pittsburgh Weddings  
Delaware/Main Line Bride Magazine  
Edible DC  
Northern VA Magazine







5 Ways to Explore Annapolis this September  
08/31/2016



Kit's Plate of the Month: Preserve's Crispy Kale Salad  
08/26/2016



Take a Tour of the Annapolis Maritime Museum  
08/23/2016



Alison Harbaugh, Local Photographer and Filmmaker  
08/26/2016



Exploring Eastport's Eateries  
08/17/2016



Historic Annapolis Partners with Watermark this Halloween Season  
08/18/2016



VISIT  
ANNAPOLIS  
LIKE A LOCAL



VISIT OUR BLOG >



VISIT  
ANNAPOLIS  
LIKE A LOCAL

VISIT OUR BLOG >



VISIT  
ANNAPOLIS  
LIKE A LOCAL

VISIT OUR BLOG >



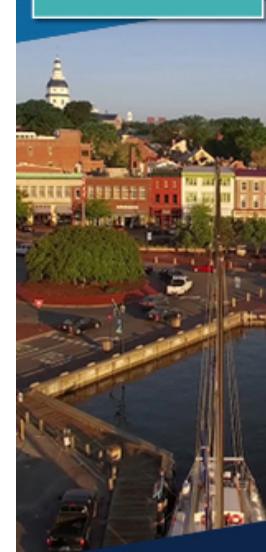
VISIT  
ANNAPOLIS  
LIKE A LOCAL

VISIT OUR BLOG >



VISIT  
ANNAPOLIS  
LIKE A LOCAL

VISIT OUR BLOG >



**THE  
HOTELS AT BMW**



# ENJOY OUR ATTRACTIONS

*The BWI region is minutes from all the entertainment in Arundel Mills, Baltimore, Annapolis, and Washington, D.C. No matter the reason you're in the area, there's always something to enjoy.*

[learn more](#)



[Home](#) > [To & From BWI](#) > [Hotels & Services Near BWI](#)



## Hotels & Services Near BWI

[A](#) [A](#) [A](#) [PRINT THIS PAGE](#)

### To & From BWI

- ▶ [Ground Transportation](#)
- ▶ [Courtesy Shuttles](#)
- ▶ [BWI Marshall Rail](#)
- ▶ [Maps & Directions](#)
- ▶ [Hotels Near BWI](#)



Located just minutes from BWI Marshall, The Hotels at BWI are in close proximity to Baltimore and Washington, DC. From full-service properties for large meetings and events, to a host of limited-service and extended stay properties, The Hotels at BWI have nearly 11,000 hotel rooms to serve you. For more information, visit [TheHotelsAtBWI.com](http://TheHotelsAtBWI.com)



# UMBC

## HOTEL PARTNERS

Welcome to the UMBC hotel partners accommodations page. Our lists of BWI based partners have created special overnight rates exclusive to UMBC athletic guests, university alumni, family, friends, event attendees and conference guests. Take advantage of the special offers that have been designed by UMBC Athletics from our list of corporate hotel partners below. If you have groups or sports teams of 12 or more, submit your event information to our [Meetings and Sports Events Manager](#). They will design a RFP with all of your group requirements to our participating partners for your convenience. After you book your stay, take a moment to discover the area [dining](#) partners of UMBC Athletics and [attractions](#) that are available in the BWI region during your visit. To purchase tickets to UMBC Athletics events, visit our [ticket website](#). Along with our hotel partners, UMBC would also like to thank our additional corporate partners who support [UMBC Athletics](#) throughout the year.



### Fairfield Inn and Suites Arundel Mills BWI Airport

Call (410)-694-9500 or email Alicia at [alicia.greer@baywoodhotels.com](mailto:alicia.greer@baywoodhotels.com) for rates.

[Go to Website](#)



# BWI/Annapolis Print Campaign

*historian*  
ANNAPOLIS

REDISCOVER  
YOUR  
*moment*

NOON FORMATION  
U.S. NAVAL ACADEMY

 **MARYLAND**  
VisitMaryland.org

 [visitANNAPOLIS.org](http://visitANNAPOLIS.org)

**THE**  
**HOTELS AT** **BWI**  
**.COM**

LOCATION.  
LOCATION.  
LOCATION.

*Over 35 hotels  
located a short  
distance from  
Baltimore, D.C.  
and Annapolis.*

DISCOVER MORE AT  
[www.TheHotelsAtBWI.com](http://www.TheHotelsAtBWI.com)

 **MARYLAND**  
VisitMaryland.org



# BWI Hotels Advertising Print Placement

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2015 Navy Guide

AAA

Arrive Magazine

DMAI Assoc. News & Sports

Meetings Focus

Meetings Today

Mid-Atlantic Events

Military Bowl Program

Shipmate - Navy Alumni Assoc.

Sports Events Magazine

Sports Travel

Pittsburgh Quarterly



# BWI Digital Ad Banners



**THE HOTELS AT BWI**

**HI PLANNER,  
MEET  
CONVENIENT.**

*Introducing a destination  
with easy access to BWI,  
Baltimore, D.C., & Annapolis.*

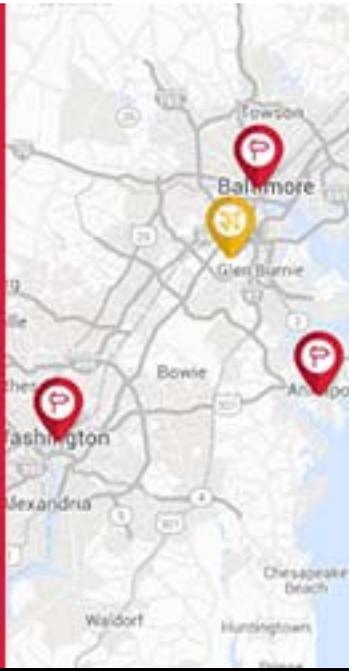
submit a rfp

**THE HOTELS AT BWI**

**LOCATION.  
LOCATION.  
LOCATION.**

*50 Hotels located a short  
distance from Baltimore,  
D.C., and Annapolis.*

View all hotels



**THE HOTELS AT BWI**

**MEET IN  
THE MIDDLE.**

*Simple and seamless with  
easy access to Baltimore,  
D.C., Annapolis and BWI.*

submit a rfp



LOCATION  
LOCATION  
LOCATION





YOU'VE GOT  
**BUSINESS TO DO**



## MEETING VENUES

With over 60 hotels in the area, and vendors to serve your every need, there's no better place to hold your next meeting or event.



## OUR PORTFOLIO

60  
Hotels

11,000  
Rooms

400,000  
Square Feet of Meeting Space





### HOTELS FOR YOUR TEAM

No matter the size of your team or event, our county's 60+ hotels can host everyone involved, ensuring you wake well-rested and ready for the big day.

## FEATURES

When you bring your sporting event to Annapolis and Anne Arundel County, your players will enjoy the extensive variety of our top-notch fields and state-of-the-art sports facilities. Players' families and fans will appreciate the many activities and attractions there are to do and see in Annapolis and Anne Arundel County when they're not cheering on their favorite athletes. The whole team will reap the benefits that come from our team approach.



### PROMOTION

We'll help you spread the word about your event to increase visibility.



### TEAM HOTELS

Our hotels are well-informed regarding sporting event needs.



### VENUES

We share one goal: to produce a great event for everyone involved.





**THE MID-ATLANTIC'S FASTEST  
GROWING SPORTS DESTINATION**



MeetInAnnapolis.com  
**SPORTS**



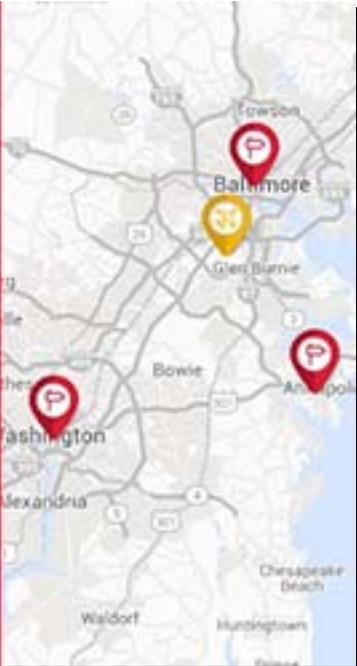
**SPORTS**  
MeetInAnnapolis.com

**THE  
HOTELS AT BWI**

**LOCATION.  
LOCATION.  
LOCATION.**

*50 Hotels located a short  
distance from Baltimore,  
D.C., and Annapolis.*

**View all hotels**




**MEETINGS  
REUNIONS  
WEDDINGS**

**PLAN YOUR NEXT EVENT  
CONTACT US TODAY AT**



MeetInAnnapolis.com



VisitMaryland.org

**VISIT ANNAPOLIS & ANNE ARUNDEL COUNTY • MEETINANNAPOLIS.COM**





Search Suppliers



Get Promotions

NEW



Explore Destinations

Sign Up

Log In

How it Works

Back to Results | Home > United States > Southeast US > Maryland > Annapolis, MD

### Annapolis, MD and The BWI Region - CVB



### Key Highlights

Venue Type	CVB
Meeting Space	273,659 Sq. Ft.
Exhibit Space	10,020 Sq. Ft.
Hotels	60
Special Event Venues	50
Restaurants	29

Request Quote

What's this?

Overview

General Info

Local Attractions (4)

Image Gallery (15)

### Description

Annapolis, MD & The BWI Airport Region

Where will you hold your next meeting or event? Why not consider two destinations from one CVB. You can choose one whose natural beauty competes with an array of attractions, history and amenities, or one that is easily accessible by air, auto, or rail, with meeting options that are just minutes away upon your arrival with a wide array of offsite activities for your attendees to enjoy. You



### Location

26 West Street  
Annapolis, Maryland 21401  
USA [Map Venue](#)

[Search Nearby Venues](#)



[Multimedia](#)



# Strategy Based Research

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The development of our current marketing strategy for Visit Annapolis was based on the following:

## Three in-person focus groups summer

- Philadelphia, Raleigh, and Washington, DC

## Analytics Data

- Review of past analytics (content consumption, traffic, etc.)

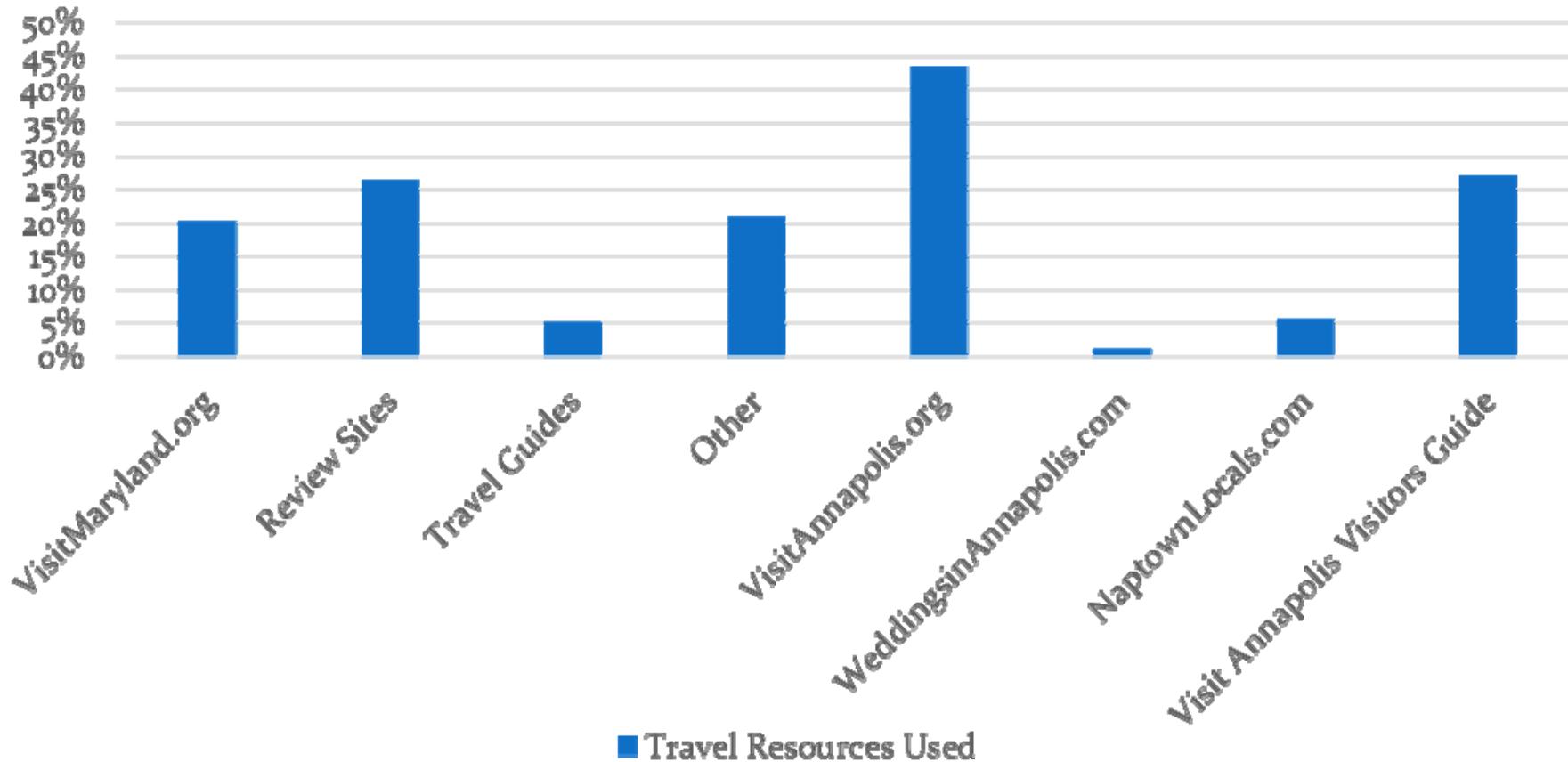
## Consumer Survey

- Survey to more than 4,500 consumers



# Travel Planning Resources Used

77% of Respondents Used a VAAAC Resource to Plan Their Trip



🔍 How may we help you?

 SITES

 FAVES

 MAP



**Family Friendly Activities**

*Check out all the great things to do and see in Annapolis with the whole family.*

Family Events

Things To Do

 City Dock



## EXPERIENCE ANNAPOLIS

### ON THE WATER

HISTORY

NAVAL ACADEMY

FAMILY FRIENDLY

ARTS & CULTURE

DINING

SEE ALL



### VISIT THE SAILING CAPITAL OF THE U.S.

Whether you're a veteran sailor or considering dipping your toe in the water for the first time, Annapolis has something to offer. [READ MORE](#)



FIVE SUPER FUN, OUT-OF-THE-ORDINARY WAYS TO SPEND TIME ON THE WATER IN ANNAPOLIS



ANNAPOLIS BOAT SHOWS



COMING BY BOAT? LET US HELP YOU CHOOSE WHERE TO DOCK

**explorer**  
ANNAPOLIS

Tap into your inner explorer. Capture what Annapolis has to offer.

[PLAY VIDEO ▶](#)

### Parking

Want to get out from behind the wheel while you're on vacation? The Circulator Bus provides transportation into downtown Annapolis from city parking garages along West Street and Noah Hillman Garage for a small fee. If you want to build a workout into your day, park at Navy-Marine Corps Memorial Stadium and walk into town. There are also shuttles that will take you from the stadium to downtown. Check out our [interactive map](#) that shows parking garages in relationship to local businesses and points of interest.

#### Parking for Recreational Vehicles and Buses

RV's and Tour Buses park at the Navy-Marine Corps Memorial Stadium. \$10.00 per day. No overnight parking at the Stadium lot. Please call the Visitors Center, 410-210-0445, for [campground](#) suggestions. Parking for cars and single-space vehicles are also allowed to park here for \$5.00 per day. Pricing may change for Event days.

## Experience the USNA

Did you know the USNA is open to the public? You don't have to become a midshipman to find out what one's life is like. A [guided tour](#), delivered by a professional, certified guide through the [Armwel-Leftwich Visitor Center](#) of the Naval Academy, will give you an insider's perspective. Learn fun and unusual facts about midshipmen life, like how the entire brigade of 4,500-plus is served every meal in less than 20 minutes. See where on campus two big, beautiful stained-glass windows by Tiffany are displayed. Check out an actual room where the midshipmen study and sleep. A tour gives you all this and much more.





## Marine services

The Annapolis area houses several companies that provide exceptional marine services, including sail makers, diesel mechanics, rigging, refrigeration, and more.

In addition, the Annapolis Harbormaster's Office operates a Pumpout Boat that will come directly to your boat. It provides this service seven days a week from approximately the middle of March through the middle of November. The rest of the year the vessel operates only on Saturdays, weather permitting. During this time, call the Harbormaster's office to request a pumpout at 410-263-7973.

For a complete list of marine services in and around Annapolis, visit [www.MTAM.org](http://www.MTAM.org).



# 15-16 Event Promotion – Annapolis

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- Maryland Day
- Restaurant Week – 5 Days
- Annapolis Film Festival – 4 Days
- Spring Sailboat Show – 1 Week
- Annapolis Irish Week – 7 Days
- Commissioning Week – 5 Days
- Arts, Craft & Wine Fest – 2 Days
- 4<sup>th</sup> of July
- Dinner Under The Stars – 4 Mo.
- Annapolis Irish Festival - 2 Days
- Annapolis Crab Feast
- Annapolis Craft Beer & Music Festival
- Renaissance Festival – 2 Months
- US Sailboat Show – 4 Days
- US Powerboat Show – 4 Days
- Annapolis Fringe Festival – 3 Days
- Holiday Events
- Military Bowl – 3/4 Days





# Digital Advertising Placement

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## Google SEO

HotelsAtBWI  
VisitAnnapolis  
NaptownLocals  
Events

## Bing SEO

HotelsAtBWI  
VisitAnnapolis  
NaptownLocals  
Events

## Facebook Ads & Boost

Hotels At BWI  
Visit Annapolis  
Naptown Locals  
Events

## Retargeting

Weddings  
Naptown Locals



# Digital & Mobile Banners



# 2016 Spring Television Placement

## Cable

Interconnect Comcast – Fios/Direct/Dish  
Travel Channel – Pitt./Phil./Wash.

## Network Affiliates

### **Pittsburgh, PA**

KDKA CBS 2 - WPXI NBC 11  
WTAE ABC 4 - WPGH Fox 53  
WPNT My TV - WTEA MeTV  
WTAE This TV

### **Washington, DC**

WJLA ABC 7 TV - WTTG Fox 5 TV  
WRC NBC 4 TV- WRC COZI TV  
WDCA My20 TV -News Channel 8

## Network Affiliates (Cont.)

### **Philadelphia, PA**

WKYW CBS 3 TV - WTXF Fox 29 TV  
WCAU NBC TV - WCAU COZI TV  
**Baltimore, MD** – (Sunday Morning News Programming)  
WBAL-TV NBC – Meet The Press  
WBFF-TV Fox – Fox News Sunday  
WJZ-TV CBS – Sunday Morning & Face The Nation  
WMAR ABC – This Week

## Additional Placement April – October

Orioles Network on MASN  
Nationals Network on MASN  
MASN 1 Programing  
MASN 2 Programing









# Leisure Print Advertising Placement

AAA World (Mar/Apr)  
Virginia Magazine (Mar/Apr)  
Annapolis Book Festival (Apr)  
Baltimore Style (Apr)  
Chesapeake Bay Magazine (Apr)  
Coastal Living (Apr)  
Country Living (Apr)  
Spin Sheet (Apr)  
Washington Post (Apr)  
Food Network (May)

Good Housekeeping (May)  
Woman's Day (May)  
Southern Living (May)  
Pittsburgh Quarterly (May)  
Pittsburgh Magazine (May)  
AAA (May/June)  
Baltimore Magazine (June)  
Pittsburgh Magazine (June)  
Food Traveler (Summer)  
Preservation (Summer)



# Print Examples



# 918,620

Visits To VAAAC Websites

FY 15/16 July 2015-July 2016



# Website Traffic FY 2012 – FY 2016



# Annapolis NOW Radio

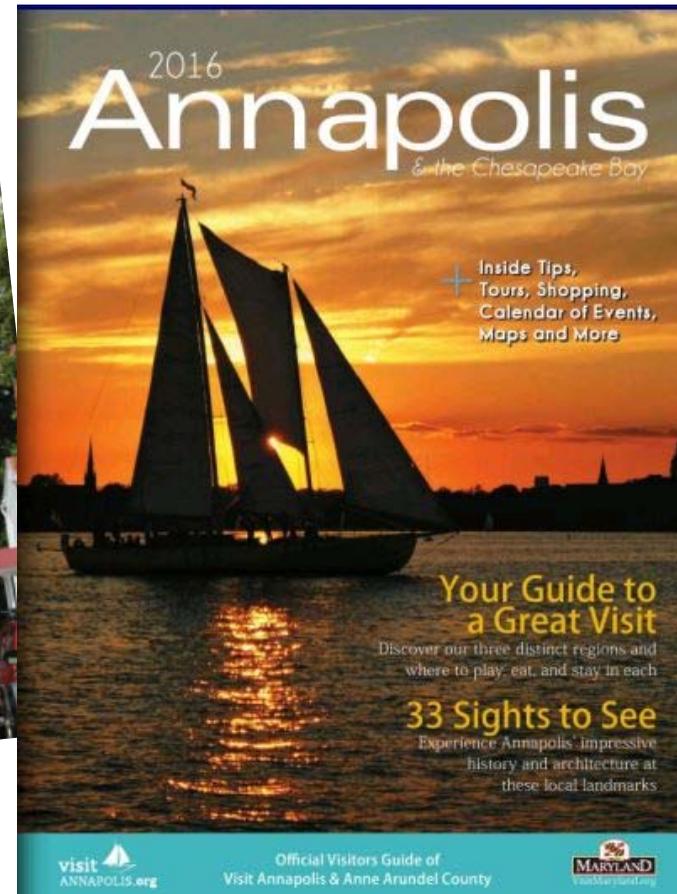
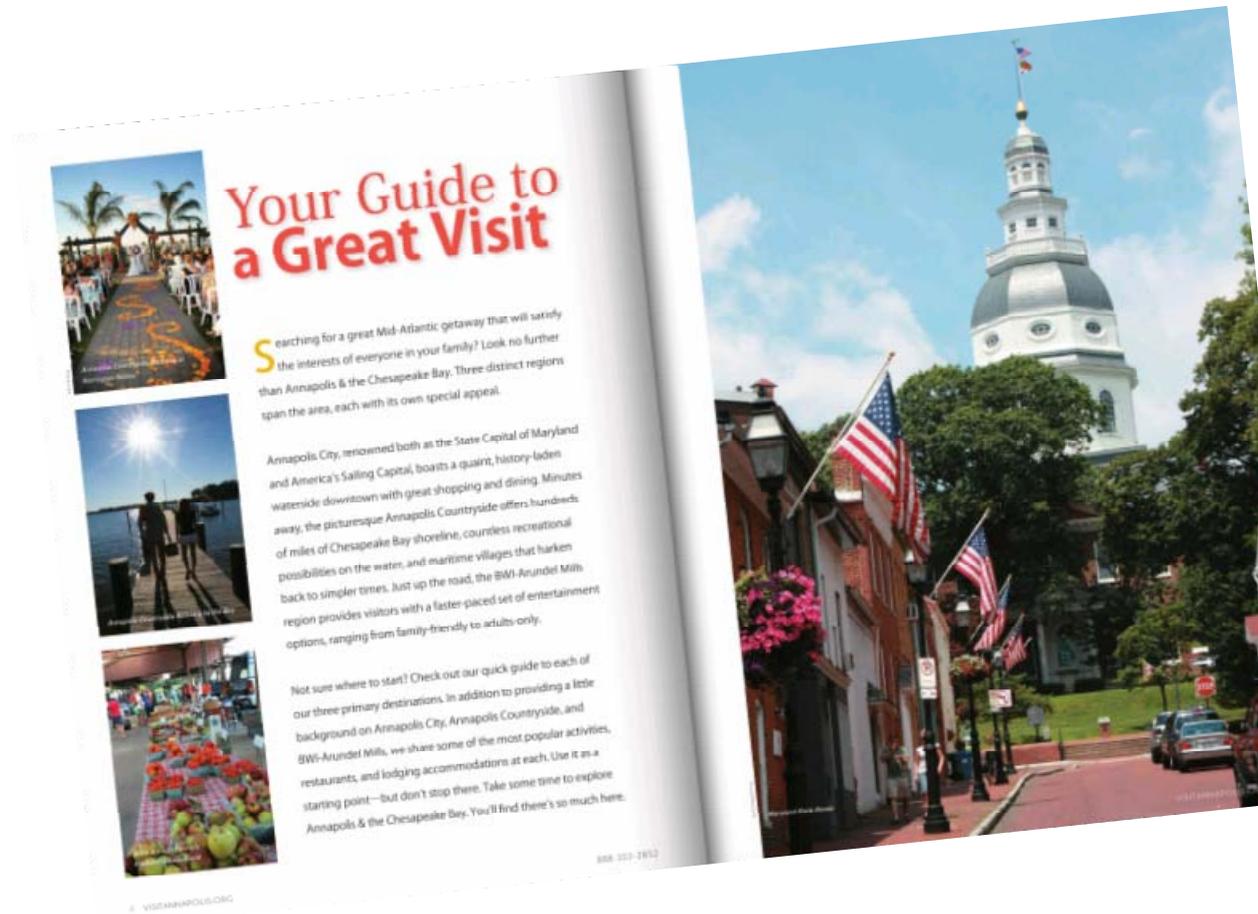
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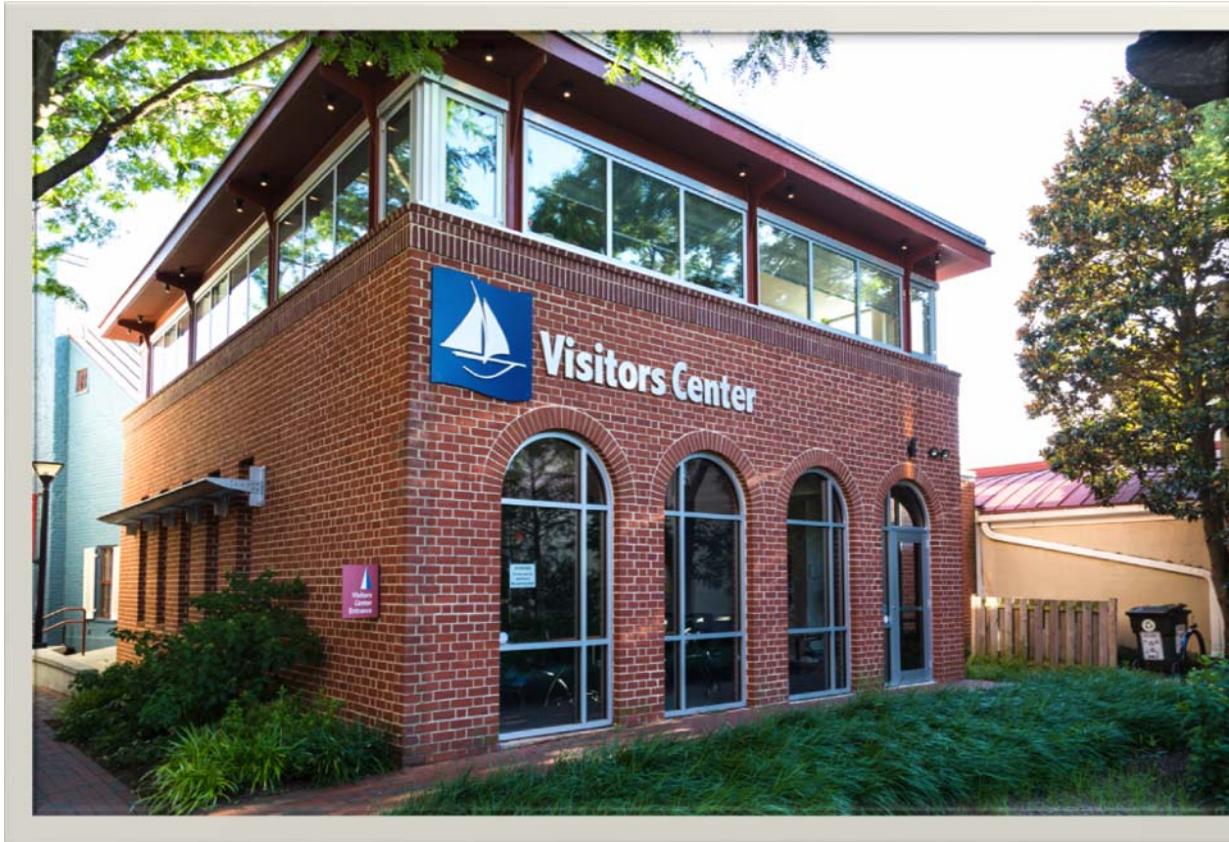
# Annapolis NOW App



# 120,000 Visitors Guide



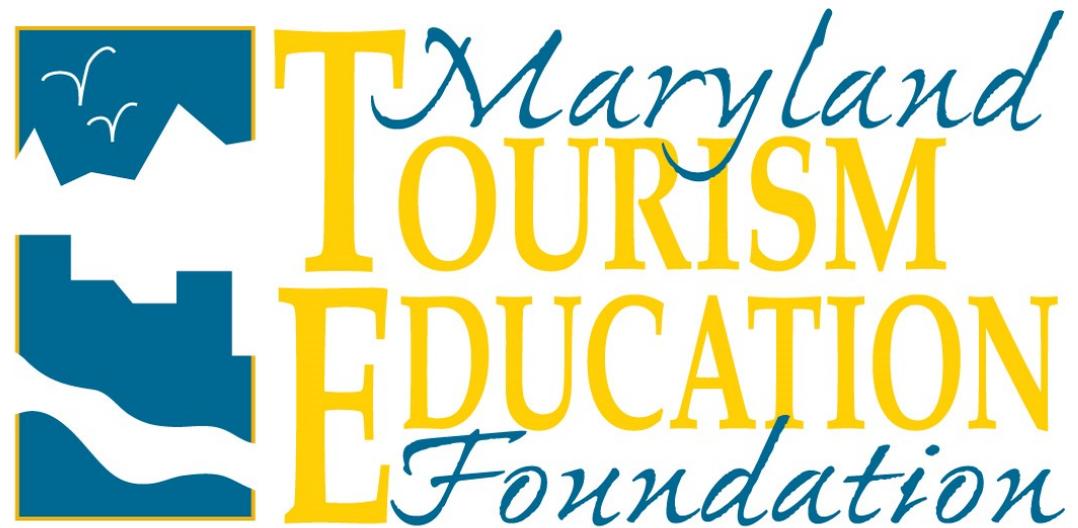
# Over 200,000 Visitors Center



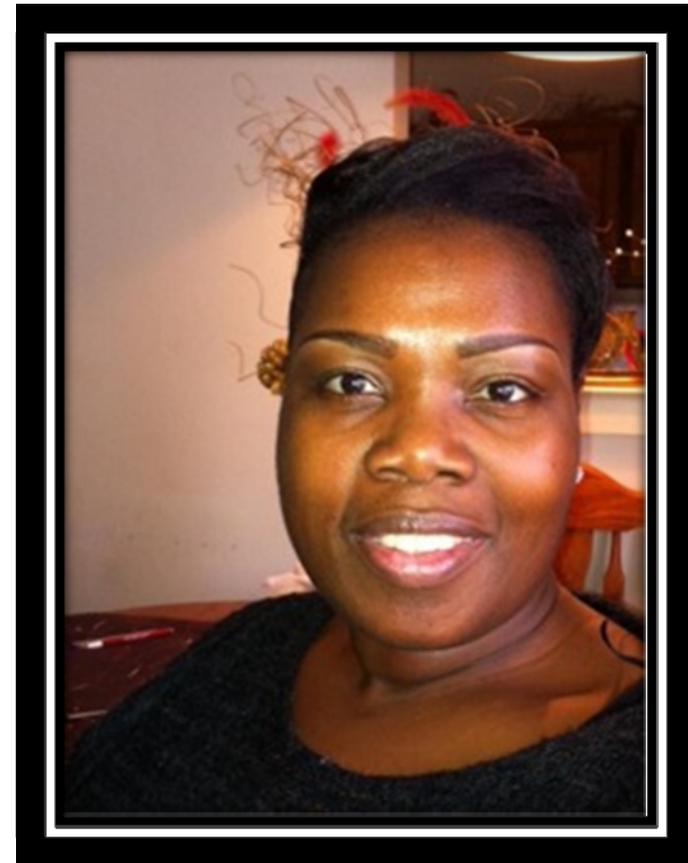
# 5,000 Per Month - Ambassador Program



# VAAAC Scholarship Awards



Thomasine Jones - \$3,000.00 2016 Scholarship Award



# VAAAC Staff AOEM Certified





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